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Palladium Hotel Group will roll out holiday programs across its Spain hotels and Caribbean resorts

Hard Rock properties in Tenerife and Marbella will anchor the campaign, with year-end events extending to Mexico, the Dominican Republic and Jamaica

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Palladium Hotel Group said on November 12 that it will roll out a special Christmas and New Year’s program across its Hard Rock hotels in Spain and its resorts in Mexico, the Dominican Republic and Jamaica, as the company targets both traditional holiday celebrations and warm-weather getaways.

The company’s plan in Spain centers on Hard Rock Hotel Tenerife and Hard Rock Hotel Marbella, both of which will offer live music, themed dining and family activities through early January. In the Caribbean, the group said its Grand Palladium Hotels & Resorts and adults-only TRS Hotels will host holiday dinners, entertainment and wellness programs aimed at families, couples and groups traveling during the year-end season.

At Hard Rock Hotel Tenerife, in Adeje on the island of Tenerife, the holiday season is scheduled to begin on December 6 with children’s activities tied to Saint Nicholas Day. The hotel said its program will include workshops at the Roxity Kids Club and youth tournaments, followed by a full Christmas Eve schedule on December 24 with family activities during the day and dinner service at the hotel’s buffet and a la carte restaurants at night. The hotel said Santa Claus will visit on December 25, when the

property will also present family entertainment on its lobby stage.

The Tenerife hotel plans additional workshops on December 26 and December 28 for children and teenagers. For New Year’s Eve on December 31, the company said the hotel will host a gala dinner called A Hollywood New Year’s Eve, followed by a party with an open bar, live performances, fireworks, DJs and the traditional 12 grapes at midnight. Palladium said the gala dinner will start at 205 euros for adults and 102.5 euros for children.

At Hard Rock Hotel Marbella, the company said the festive calendar will open on November 26 with a Thanksgiving dinner at Sessions restaurant and continue on November 27 with Welcome Xmas, a free concert organized with Europa FM. The property also plans an Ugly Sweater Day event on December 18.

For December 24, Hard Rock Hotel Marbella said it will offer a buffet dinner with live music after a Santa Claus appearance in the lobby. On December 25, the hotel plans a Christmas brunch with musical performances. Its New Year’s Eve program on December 31 is set to include a gala dinner and a themed dinner show, followed by midnight celebrations and a late-night party. The Marbella hotel will close its holiday season on January 5 with the arrival of the Three Kings in Puerto Banús and family activities. Palladium said the New Year’s Eve gala buffet there will start at 295 euros for adults and 125 euros for children.

Beyond Spain, Palladium is using its Caribbean and Latin American portfolio to market holiday travel as an alternative to winter trips in Europe. The company said its Grand Palladium brand will focus on all-inclusive stays for families and mixed-age groups, while TRS Hotels will offer adults-only packages built around personalized service, upscale dining and spa facilities. The company is also introducing a holiday add-on called Holiday Moments at its hotels in Mexico, the Dominican Republic and Jamaica for stays of at least five nights. According to Palladium, that package includes welcome treats, daily in-room beverages and bread, a special breakfast and a holiday photo session.

In Mexico, Palladium said its Costa Mujeres and Riviera Maya resorts will combine Christmas Eve and New Year's Eve gala dinners with children's programming, club activities and access to entertainment and wellness facilities. At Grand Palladium Select Costa Mujeres and TRS Coral Hotel, the company said guests will have access to venues including BRAVO Dinner & Dance and CHIC Cabaret & Restaurant, along with the Zentropia Palladium Spa & Wellness center and the Rafa Nadal Tennis Centre. The group said Family Selection at Grand Palladium Select Costa Mujeres will offer added services for families, including reserved spaces and a dedicated host.

In Riviera Maya, the company said Grand Palladium Select White Sand, Grand Palladium Colonial Resort & Spa and Grand Palladium Kantenah Resort & Spa will host a Christmas tree lighting ceremony, along with visits from Santa Claus on December 25 and the Three Kings on January 6. Family-oriented entertainment is set to include children's clubs and water activities, while TRS Yucatan Hotel will position itself as the adults-only option for holiday travelers seeking quieter accommodations and a New Year's celebration centered on fine dining and wellness.

In the Dominican Republic, Palladium said its complex in Playa Bávaro will offer special holiday dinners that mix Dominican and international food, along with children's activities, nightlife and spa services. The company said the site's four hotels include TRS Turquesa Hotel for adults-only stays and Grand Palladium Palace Resort Spa & Casino, Grand Palladium Punta Cana Resort & Spa and Grand Palladium Select Bávaro for families and groups. Some accommodations, the group said, include swim-up access or private pools, and the family-focused properties will operate water park and kids club facilities during the holiday season.

In Jamaica, Palladium said Grand Palladium Jamaica Resort & Spa and Grand Palladium Lady Hamilton Resort & Spa will begin their holiday schedule with a Thanksgiving dinner on November 26 and continue with Christmas Eve and New Year's Eve events. The company said the Jamaican resorts will emphasize local and international food, tropical cocktails and live entertainment, while also promoting The Signature Level, a premium tier that includes sea-view suites, some with private pools, and access to reserved beach, pool and lounge areas.

Palladium Hotel Group, a Spanish hotel operator owned by Grupo Empresas Matutes, said it manages more than 40 hotels and more than 13,000 rooms across several countries, including Spain, Mexico, the Dominican Republic, Jamaica, Brazil, Italy, the United States, the United Arab Emirates and Vietnam. The Christmas campaign reflects a broader strategy by the company to use its Spain properties for destination-based seasonal events and its Caribbean resorts for longer holiday stays tied to year-end travel.